

3 Logos

Our Primary Signature

Our primary signature represents us at the highest level. It's critical to who we are as a brand. We have multiple versions of our mark that can be used in different applications.



PRIMARY LOGO

The horizontal version of the mark is the one we use the most. Use this logo when space allows.



VERTICAL STACKED

Use the vertical stacked mark when horizontal space is limited.



HORIZONTAL STACKED

Use the horizontal stacked mark when vertical space is limited.

Approved Color Combinations

Depending on the background, the logo can appear in different color combinations.

PRIMARY LOGOS

PRIMARY

Our full-color logo is our primary color variation.



ONE-COLOR

Use the one-color brown logo when the full-color logo lacks sufficient contrast behind the yellow flame. Use the one-color white option when a reversed logo is needed for this variation.



PRESTIGE

Use the prestige logo only with the prestige color palette. Use the one-color white option when a reversed logo is needed with the prestige color palette.



REVERSED LOGOS



Approved Color Combinations

Depending on the background, the logo can appear in different color combinations.

PRIMARY LOGOS

ONE-COLOR (GOLD)

The gold logo variation offers an alternative that evokes the inner light of every Beacon, while still achieving accessible contrast on full floods of brown. The gold version should only be used on brown or dark backgrounds.

ONE-COLOR (BLACK)

One-color logos are best used when full-color logos do not provide sufficient contrast with the background.

Black and gold palettes abound in higher education, but our brown and gold palette is a striking point of distinction. Whenever accessibility allows and whenever possible, use the one-color brown logo instead of this one.

GRayscale

Use the grayscale logo rarely, in situations where color printing is limited, to ensure consistent and clear representation of the brand's core visual identity.

VALPARAISO  UNIVERSITY

VALPARAISO  UNIVERSITY

REVERSED LOGOS

VALPARAISO  UNIVERSITY

VALPARAISO  UNIVERSITY

VALPARAISO  UNIVERSITY

Primary Department Co-branded Logos

Our primary co-branded logos come in a horizontal stacked or vertical format for use across many applications. While we should lead with our University logos on external communications or marketing materials, the primary signature co-branded logos can be useful for certain audiences and mediums.

Co-branded logos are only provided for colleges and departments, not majors, minors, or other programs



HORIZONTAL



VERTICAL



HORIZONTAL



VERTICAL

NOTE: DEPARTMENTS WITH LONGER NAMES MAY SPLIT INTO TWO LINES

Primary College Co-branded Logos

Our primary co-branded logos come in a horizontal stacked or vertical format for use across many applications. While we should lead with our University logos on external communications or marketing materials, the primary signature co-branded logos can be useful for certain audiences and mediums.

Co-branded logos are only provided for colleges and departments, not majors, minors, or other programs



HORIZONTAL



VERTICAL



HORIZONTAL



VERTICAL

NOTE: COLLEGES WITH LONGER NAMES MAY SPLIT INTO TWO LINES

Our Secondary Signature

Our secondary signature logo provides a more familiar iteration of the University logo, using our Valpo nickname. While we should lead with our primary signature logos for communications or marketing materials outside of the Midwest where audiences may not be as familiar with the University and nickname, the secondary signature can be used to establish a more friendly, informal connection with our audiences.



Secondary College and Department Co-Branded Logos

Our secondary co-branded logos come in a vertical format for use across many applications. While we should lead with our University logos on external communications or marketing materials, the secondary signature co-branded logos can be useful for certain audiences and mediums.



VALPO

ART



VALPO

GRADUATE STUDENT
ADVISORY COUNCIL

**NOTE: DEPARTMENTS WITH LONGER NAMES
MAY SPLIT INTO TWO LINES**

Athletics Logo

Our athletics logo includes the Valpo Shield and a collegiate font.

This combination of elements and typeface should only be used for athletics communications.



HORIZONTAL



VERTICAL



WITH DESIGNATION

Shield

The Shield of Character, one of Valpo's long-established symbols, is made up of two major elements. At the center is the Light, the source of all truth, serving as a reminder of who we are and what we strive to be. The surrounding shield reflects our commitment to and our guardianship of the common values of all Beacons.



SHIELD

The shield is one component of the athletics logo, but it can also be used as a free-standing design element to signify the University.



CREST

The crest should never be used in any context other than as part of the full Valparaiso logo seen previously in this section.

Improper Logo Usage

To protect the integrity of the logo and to maintain its consistency, avoid any customizations (including drop shadows, glows, and strokes). Make sure to always use the official logo files.

These rules apply to the primary logos and all secondary marks. These are the only logos approved for use. The creation of any other mark must be approved by University Marketing.

DO NOT

add or remove text or graphic elements.



DO NOT

stretch or change the proportions of the logo.



DO NOT

change the placement of the logo's elements.



DO NOT

change the color of the logo's elements.



DO NOT

add drop shadows or other effects.



DO NOT

change the typeface used in the logo.



Improper Logo Usage

DO NOT

place other elements on top of the logo.



DO NOT

set the logo in unauthorized brand colors.



DO NOT

set the logo in non-brand colors.



DO NOT

position the logo on an angle.



DO NOT

use brand elements to create new logos.



DO NOT

use the crest on its own, separate from the primary logo.



Logo Matrix

Not every logo fits for every situation, so this guide offers a quick and clear reference for deciding which version to use on the tactic you're designing.

						
DIRECT MAIL	✓	✓	✓			✓
CAMPUS SIGNAGE	✓	✓	✓	✓	✓	✓
APPAREL	✓	✓	✓	✓	✓	
OUT-OF-HOME ADVERTISING	✓	✓	✓			
SOCIAL MEDIA	✓	✓	✓			